



IMPACT

The Educational,
Social, and Economic
CONTRIBUTIONS OF
ENDICOTT COLLEGE
to the Beverly Area

FALL 2017



ENDICOTT
COLLEGE

ENDICOTT: A COMMUNITY RESOURCE AND PARTNER

PROUD OF OUR HOMETOWN

Endicott College is proud to be a part of the rich cultural tradition of the North Shore. Like many other institutions of higher learning, we seek to contribute to the social, educational, and economic health of our community. Think of the cities and towns where colleges are located—Wellesley, Amherst, Newton, and Boston to name just a few. The college's name becomes synonymous with that of the city or town. And with good reason. Colleges attract not only thousands of students, but also thousands of visitors, enhancing the reputation of their communities. As Endicott has grown to become an institution that is nationally and internationally recognized, we have been pleased to shine a spotlight on our hometown and our region.

A HISTORY OF SERVICE AND SUPPORT

Throughout its history, Endicott College has placed a high priority on serving our community.

- Through community and volunteer service, our students and staff give generously of their time to benefit a wide array of agencies, organizations, and individuals in need.
- Our interns work in more than 275 companies and businesses on the North Shore.
- We create jobs and buy goods and services in the area, adding to the strength of the local economy.
- We have committed resources to aid the Beverly public schools, police, municipal government, and fire department, with lasting effect for local residents.
- We hosted and sponsored the Leading and Learning program and the Lynn Summer English Language Academy for Lynn Public Schools and became a host site for four homeless families during spring break.
- We welcome the public to cultural and athletic events, and we open our campus for use by outside businesses, groups, and individuals for events both large and small.

WHAT ELSE DOES ENDICOTT DO FOR THE LOCAL COMMUNITY?

Endicott College is the largest single donor of both cash and services to Beverly. Here are a few examples of our support:

- Endicott returns, as a gift to the city, lost real estate taxes from homes, owned by the College, that are located outside the main campus (north of 376 Hale Street).
- The College gives the City of Beverly in excess of \$100,000 each year for city support.
- The College has provided the money to refurbish and rebuild two additional sewage pumping stations on Hale Street.
- In FY 2017 the College paid more than \$1.3 million in fees, permits, and pledge payments to the City of Beverly.
- Each night we provide free food to the homeless shelter.
- We raised more than \$80,000 for cancer research and other health and community agencies in FY 2017.
- The College donated goods or cash equivalents, sponsored low or no cost events, and provided scholarships to local students. Endicott gifts totaling more than \$756,000 support events and agencies such as Arts Fest Beverly, Beverly Public Schools, HAWC, Lynn Public Schools, Riverhouse Shelter, North Shore and Beverly Chambers of Commerce, and many more.
- The College pays the salary of six to seven teachers for the Beverly Summer School Program.
- Endicott is the largest donor to the Beverly Main Streets program.
- Approximately 197,500 visitors came to Beverly to attend Endicott events and to study last year.

Taken as a whole, Endicott has a significant impact on the local community.

OUR CONTINUING COMMITMENT

We value the faith and trust of countless residents who have voiced their appreciation for these efforts, and we embrace our responsibility to use our resources for the good of the community. We are proud to honor this commitment to the citizens of Beverly.



Richard E. Wylie, *President*

ENDICOTT COLLEGE’S DIRECT IMPACT ON THE LOCAL ECONOMY

The following values are based on FY 2017 data, ending June 30, 2017.

Please note that the calculations listed here are actual measurements and do not include an economic multiplier.

TOTAL DIRECT IMPACT

• Payroll – Total compensation paid	\$40.6 million
• Taxes paid to the Commonwealth of Massachusetts	\$2.4 million
• Local purchases – supplies, equipment, etc.	\$21.8 million
• Utilities – gas, electric, oil, sewage, water	\$3.4 million
• Estimated expenditures of students who live on campus ¹	\$8.0 million
• Estimated expenditures of parents, alumni, and other College visitors ²	\$4.7 million
Subtotal	\$81.0 million
• Capital projects paid to Massachusetts companies	\$9.8 million
Total	\$90.8 million
• Cash and in-kind gifts to the City of Beverly	\$1.2 million

¹ Student expenditures based on an average of \$3,324 per year per full-time student. Estimated expenses include \$1,252 for books, \$1,000 for transportation, and \$1,072 for personal/miscellaneous spending.

² Based on a conservative estimate of 197,417 visitors per year spending an estimated average of \$23.84 on goods and services in the local economy.

A MAJOR EMPLOYER

- The education sector is one of the top employers in New England, providing jobs to 505,130 people in FY’16. (Source: Bureau of Labor Statistics May 2016 Occupational Employment and Wage Estimates)
- Endicott College’s 957 faculty and staff members and its 5,050 students are both wage earners and consumers. Approximately 175 (18 percent) of the College’s faculty and staff, and 2,600 students (51 percent, including residential students), reside within the Beverly city limits.

A PARTNER WITH AREA BUSINESSES

- Endicott College students are required to complete three credit-bearing internships—two 120-hour internships and one 12-credit, full-semester internship. In AY 2016–17, our interns worked in more than 275 companies and businesses on the North Shore of Massachusetts.
- Endicott students are able to use their “Gull Cards” for identification, dining, main gate access, residence hall access, and spending in the local community. Currently, 14 local businesses accept Endicott’s Gull Card as a form of payment, encouraging students to become patrons at area businesses. Last year, student Gull Card spending alone totaled \$401,453.



LOCAL STUDENTS

Approximately 5,044 students were enrolled at Endicott and its branch campuses for the fall 2016 semester. Of that group, 2,842 reside in Massachusetts and 1,026 in the Sixth Congressional District. Hometowns include:

Amesbury	15	Ipswich	23	Rockport	19
Andover	44	Lynn	59	Rowley	3
Bedford	6	Lynnfield	31	Salem	54
Beverly	117	Manchester	16	Salisbury	3
Billerica	19	Marblehead	20	Saugus	35
Boxford	13	Middleton	15	Swampscott	16
Burlington	25	Nahant	5	Tewksbury	24
Danvers	65	Newbury	1	Topsfield	10
Essex	11	Newburyport	16	Wakefield	24
Georgetown	13	North Andover	32	Wenham	4
Gloucester	100	North Reading	25	West Newbury	7
Groveland	6	Peabody	73	Wilmington	31
Hamilton	1	Reading	45		

ENDICOTT COLLEGE FINANCIAL AID

As of July 1, 2017, 567 of the 1,026 area residents attending Endicott (or 55 percent) are receiving financial aid. These students are receiving a total of \$8,658,869 in financial aid, of which \$3,993,043 (or 46 percent) are Endicott College funds. Additionally, 75 of the 567 area students receiving financial aid (or 13 percent) are Beverly residents. These students are receiving a total of \$1,091,280 in financial aid, of which \$428,333 (or 39 percent) are Endicott College funds.

COMMUNITY SERVICE

Community service is an integral part of the Endicott experience. During the 2016–17 academic year, 50 percent of Endicott’s traditional undergraduate students donated 20,388 hours of community service. (The average participation rate in Massachusetts is 28 percent.) Listed below are some of the organizations to which faculty, staff, and students regularly volunteer their time and/or provide financial assistance.

Acord Food Pantry	Change is Simple
ALS Association of Massachusetts	Children’s Friends and Family Services
American Cancer Society Relay for Life	Citizens for Adequate Housing
American Foundation for Suicide Prevention	City of Gloucester
American Heart Association Heart Walk	City Mission Society of Boston
America Reads Program	Coats for Kids
American Red Cross	Coast Sweep – Beverly Beaches
Area events for local families, e.g. Holiday Open House, Safe Trick-or-Treating, Spring Community Event	Comfort Zone Camps
Autism Speaks	Community Servings
Back Yard Growers	Danvers Food Pantry
Belle of the Ball	Essex National Heritage Commission
Beverly Arts Fest	Family Promise – North Shore Boston
Beverly Bootstraps	Food, Book and Toy Drives
Beverly Chamber of Commerce	Frate Train ALS Research and Support
Beverly Children’s Learning Center	Friends of Beverly Animal Shelter
Beverly Community Council	Full Circle Earth
Beverly Council on Aging	Girdler House
Beverly Farms Improvement Association	Girls, Inc.
Beverly Fire Department	Girls Scouts of Eastern Massachusetts
Beverly Main Streets	Greater Boston Food Bank
Beverly Parks Clean-ups	HAWC
Beverly Police	Haven from Hunger
Beverly Public Schools	Health Quarters
Beverly Resource Group	Herrick House
Beverly Rotary Club (Endicott Rotaract Club)	Horizons for Children
Beverly Council on Aging	Landmark Senior Living
Big Brothers Big Sisters, Massachusetts Bay	LEAP for Education
Boston Jimmy Fund	Leukemia and Lymphoma (Light the Night Walk)
Brooksby Village Senior Living	Lifebridge
Care Dimensions	Harborlight Community Partners
	Massachusetts Campus Compact (AmeriCorps)

Massachusetts Coalition for the Homeless
 North Shore Chamber of Commerce
 North Shore Community Development Coalition
 North Shore Habitat for Humanity
 North Shore Rape Crisis Center
 North Shore United Way
 Northeast Animal Shelter
 Northeast ARC
 Operation Troop Support
 Pathways for Children
 Peabody Public Schools
 Project Bread, Inc.
 River House Homeless Shelter
 Salem Harbor Community Development Center

Salem Health Department
 SeniorCare
 Special Olympics, Essex County
 Stop Hunger Now
 The Children's Center For Communication
 The Food Project
 The Jimmy Fund
 The Jordan Porco Foundation (Fresh Check Day)
 The Key Program
 The Open Door Pantry
 The REAL Program
 Walk to End Alzheimer's
 Windrush Farm
 YMCA of the North Shore

COMMUNITY SERVICE – KEY PROJECTS

Here are just a few of the activities in which members of the College community have shared their time and talents with residents of neighboring cities and towns.

Alternative Spring Break – Habitat for Humanity

This year, 22 students and two staff members traveled to Pittsboro, North Carolina, to volunteer with Chatham Habitat for Humanity. The team helped with multiple home builds at different stages, directly affecting several local families.

Alternative Spring Break – Family Promise

Endicott welcomed four local families experiencing homelessness to our campus and provided temporary shelter, meals, hospitality, and case management. Ten students and two staff members volunteered throughout the week to make the program a success.

Big Brothers Big Sisters

Through the Mass Bay Campus Mentoring Program, our students were matched with children of the Gloucester Housing Authority. Twice each month during the school year, 18 children from Gloucester traveled to Endicott and participated in group and one-on-one activities. The program expanded to include additional children from the Bowditch Elementary School in Salem.

Blood Drives

Endicott hosts three American Red Cross blood drives each year, encouraging staff, faculty, students, and surrounding community members to donate.

Coast Sweep

Members of the Environmental Club and other students participated in a statewide effort to clean state beaches.

12 Hours of Light / Day of Caring

This year's annual event consisted of 12 continuous hours of community building and service. The event began at 8:46 a.m.—the time at which the North Tower of the World Trade Center was hit—and ended at 8:46 p.m. with a candlelight vigil, as a way to honor those lost in the attacks. During the 12-hour span, we focused on the needs of others by putting together care packages with Operation Troop Support and conducting various community service events in the local area.

Federal Work Study, “America Reads,” and Local Nonprofits

Throughout the school year, students volunteered in several elementary schools in Beverly. This commitment increased the reading comprehension skills of children and young adults within our community.

Neighborhood Events

Safe Trick-or-Treat and the Spring Community Event brought more than 350 Beverly children to campus for activities and giveaways. Nine hundred students and staff volunteered for the two events.

Relay for Life

Students, staff, and faculty came together to raise money for the American Cancer Society by hosting and coordinating the fundraising event, “Relay for Life.” More than \$45,000 was collected as a result of this 12-hour walk. In past years, Endicott has been honored with a national award as the top school in our per-capita bracket.

A CULTURAL ASSET

Boston Children's Theatre

Endicott partners with Boston Children's Theatre to share professors, workshops, and performance spaces, offering programs for children ages 4 to 16 each summer on the College campus.

Manninen Center for the Arts

The College's hallmark building supports a variety of arts studies and performance venues, with facilities that include a 250-seat recital hall with professional acoustics, a 100-seat black box theater, and several art galleries for student and visiting artist exhibits. The community is encouraged to attend various art exhibits, performances, and programs at the center.

Post Sports Center

Endicott provides athletic facilities to Beverly High School for night and day football, lacrosse, and soccer games. The center also hosts Special Olympics events and prep school basketball tournaments.

Raymond J. Bourque Arena

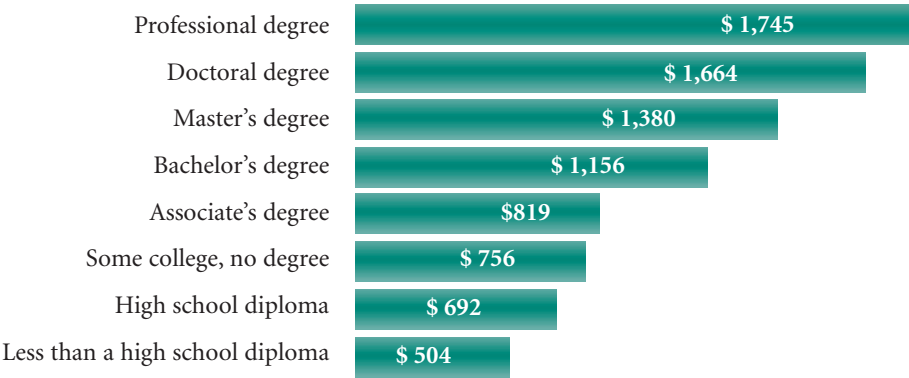
In 2015, Endicott opened a new arena that houses the College's men's and women's ice hockey programs as well as Beverly Youth Hockey, Beverly High School Hockey, and other local sports activities. The arena also serves as a venue for indoor sports, concerts, performances, and events sponsored by local schools and organizations.

A MISSION TO CREATE AN EDUCATED WORKFORCE

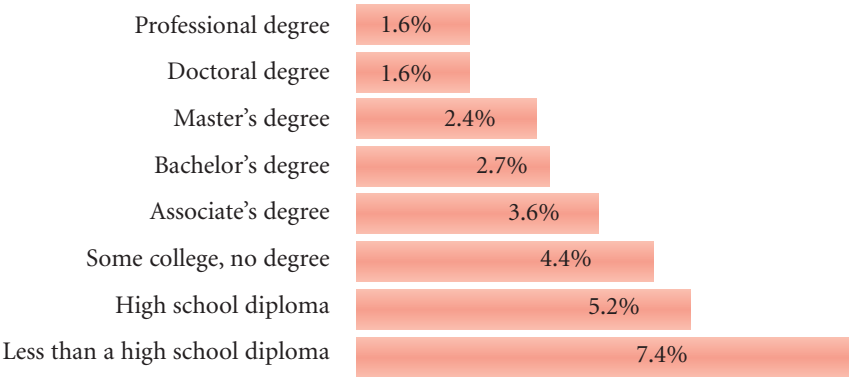
Endicott has a long history of offering programs that combine liberal arts with professional education. With its commitment to internship and experiential learning for every student in every major, the College has been fortunate to graduate students who possess not only a degree but also a resume.

Statistics show that college graduates increase the nation’s skilled workforce and contribute to the economy as wage earners and taxpayers. Statistics also show that the more education a person has, the less likely they are to experience unemployment, even in times of economic downturn.

MEDIAN WEEKLY EARNINGS IN 2016



UNEMPLOYMENT RATE IN 2016



*Note: Data are for persons age 25 and older. Earnings are for full-time wage and salary workers.
Source: Bureau of the Census, Bureau of Labor Statistics, Current Population Survey (<http://www.bls.gov/cps>)*



U.S. ENROLLMENT AT INSTITUTIONS OF HIGHER LEARNING

Source: IPEDS 2015 Fall Enrollment Survey

Type of Institution	Massachusetts Enrollment	Percent	United States Enrollment	Percent
Public	222,973	43%	14,766,555	71%
Private	295,906	57%	5,936,221	29%
Total	518,879	100%	20,702,766	100%

- Massachusetts has the highest concentration of college and university students in New England. In fall 2015, 49 percent of students enrolled in higher education institutions in New England were studying in Massachusetts. (Source: IPEDS 2015 Fall Enrollment Survey)
- Higher education institutions in Massachusetts enrolled 54,941 foreign (nonresident alien) students in fall 2015. These students contributed to the state economy by spending on local goods, entertainment, recreation, housing, utilities, and food. (Source: IPEDS 2015 Fall Enrollment Survey)

ECONOMIC IMPACT OF ACCREDITED SCHOOLS IN NEW ENGLAND

- College and university spending in New England totaled more than \$39 billion in FY 2015, including \$22.4 billion on salaries and fringe benefits. (Source: 2015 IPEDS Finance Survey)
- Enrollments in New England colleges and universities represent 7 percent of the New England population, which, as of the latest United States Census, was over 14.7 million. (Source: IPEDS 2015 Fall Enrollment Survey, United States Census 2015 Population Estimates)

IMPACT OF INDEPENDENT COLLEGES AND UNIVERSITIES ON MASSACHUSETTS

- Massachusetts is one of only five states/districts in the nation that educate more college students in the independent sector (more than 295,000) than the public sector. The independent sector reduces cost to taxpayers of the Commonwealth. (Source: IPEDS 2015 Fall Enrollment Survey)
- Independent colleges and universities save Massachusetts more than \$3 billion in tax expenditures—and have an economic impact of \$25 billion each year. (Source: AICUM Case Study 2016)
- Independent colleges granted 74 percent of the bachelor’s and master’s degrees earned by minority students in Massachusetts during the 2015–16 academic year. (Source: 2016 IPEDS Completions Survey)
- Independent colleges awarded 66 percent of all bachelor’s degrees and 84 percent of all graduate degrees in Massachusetts in the 2015–16 academic year. This impact is significant in creating and maintaining our workforce. (Source: 2016 IPEDS Completions Survey)
- Seventy-six percent of Massachusetts independent colleges have endowments below \$350 million, with a median endowment of \$54 million. Endicott’s endowment value was \$78.6 million as of June 30, 2017. (Source: 2015 IPEDS Finance Survey)
- Independent colleges and universities in the Commonwealth employed 96,726 workers in 2015, representing 72 percent of all colleges and universities in Massachusetts. Higher education is the second largest sector in the Massachusetts economy, after healthcare, and by nature it drives our economy and workforce development. (Source: 2015 IPEDS Human Resources, Boston Business Journal 2016 Book of Lists)

The background of the entire page is a faded, high-angle photograph of the Endicott College building. The building is a large, multi-story structure constructed from light-colored stone or brick. It features numerous windows, some with white frames and others with dark frames. The architecture is traditional, with a prominent central section and smaller wings. The building is surrounded by greenery, including trees and bushes, which are also faded into the background. The overall tone is soft and academic.

ENDICOTT COLLEGE MISSION STATEMENT

Shaped by a bold entrepreneurial spirit, Endicott College offers students a vibrant academic environment that remains true to its founding principle of integrating professional and liberal arts with experiential learning, including internship opportunities across disciplines. The College fosters a spirit of excellence by creating a challenging yet supportive and inclusive environment in which students are encouraged to take intellectual risks, pursue scholarly and creative interests, contribute to the community, and explore diverse career paths. Endicott is committed to supporting the personal and professional development of its students, preparing them to assume meaningful roles within the greater community, both domestically and internationally.

STATEMENT OF NONDISCRIMINATION

Endicott College is an affirmative action/equal opportunity employer and is committed to the principles of equal employment and complies with all federal, state, and local laws and regulations advancing equal employment. The College's objective is to employ individuals qualified and/or trainable for open positions by virtue of job-related education, training, experience, and qualifications without regard to sex, race, religion, color, age, physical disability, sexual orientation, national or ethnic origin or citizenship, veteran status, genetic information, pregnancy, or any other status protected by law.

Endicott College is accredited by the New England Association of Schools and Colleges.

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